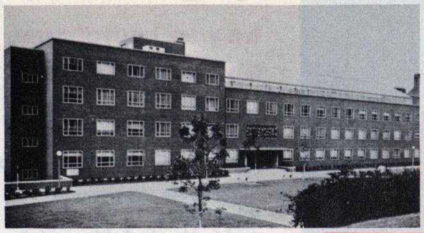
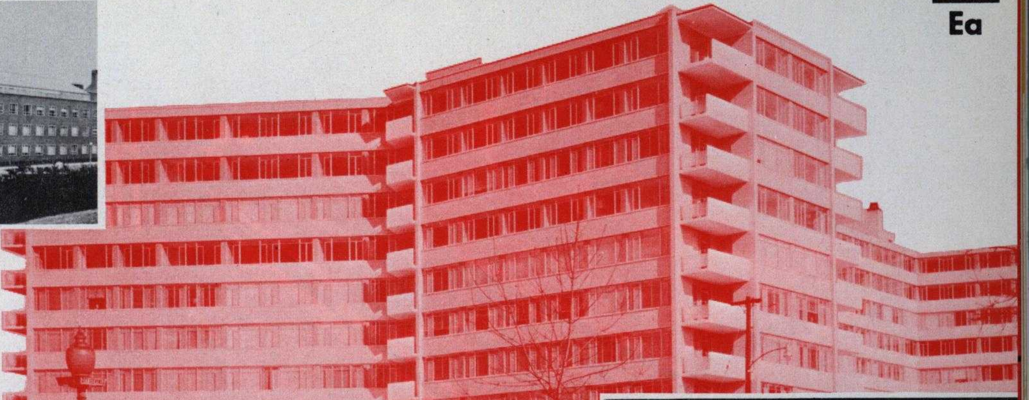
1





2

3

BEST DRESSED WINDOWS

in America's most distinguished new buildings wear new VENETIAN BLINDS by

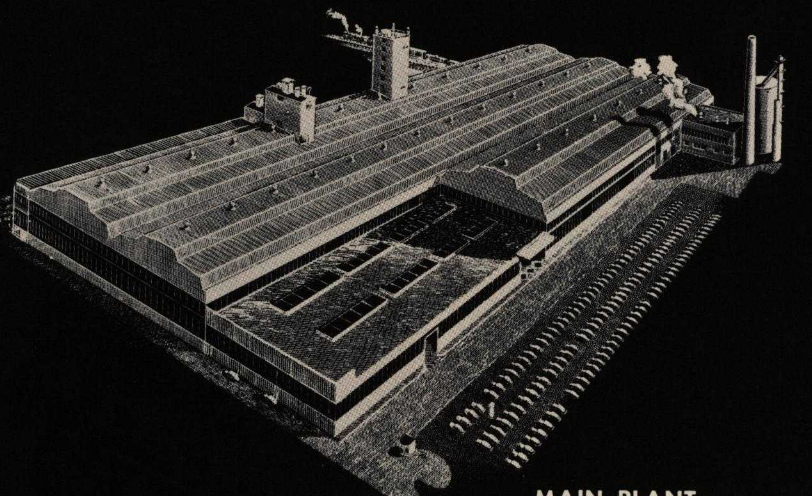
Eastern
Products Corporation

(formerly Eastern Venetian Blind Co.)

4

5

6



MAIN PLANT:
1601 WICOMICO STREET
BALTIMORE 30, MARYLAND

key to buildings shown on cover

1 Howard University Pharmacy Building
Washington, D. C.
Blinds by Custom Shade Shop, Alexandria, Va.

2 Rittenhouse Apartments
Washington, D. C.
Archt: Morris Pollin and Sons, Inc.
Blinds by The Shade Shop, Wash., D. C.

3 Potomac Plaza Apartments
Washington, D. C.
Archt: A. R. Clas and Associates
Blinds by The Shade Shop, Wash., D. C.

4 New York Stock Exchange Building
New York, New York
Blinds by Frason Co., Brooklyn, New York

5 Transportation Center Building
Philadelphia, Pennsylvania
Archt: Vincent G. Kling
Blinds by Reinhart, Inc., Philadelphia, Pa.

6 Kenmore Apartments
Washington, D. C.
Bldr: Jeffress-Dyer, Inc.
Blinds by Custom Shade Shop, Arlington, Va.

EASTERN PRODUCTS CORPORATION

introduction

Both Eastern's Star and Rolla-Head Venetian Blinds are designed and developed by the Eastern Products Corporation, the nations largest producer of venetian blinds and venetian blind equipment.

Eastern is the organization that revolutionized modern venetian blind manufacturing with its Pre-Fab system. With this Pre-Fab system local craftsmen, in their own shops, manufacture finest quality venetian blinds to rigid factory standards. These craftsmen, using the precision Eastern Pre-Fab machinery, Eastern pre-fabricated channels and hardware, produce blinds with a maximum of efficiency. These local manufacturers also give complete field installation service.

The coast-to-coast network of Eastern's authorized venetian blind manufacturers assures prompt and efficient service in nearly every locality. This localized manufacturing plus Eastern's web of strategically located warehouses . . . assure you further savings in time and construction costs

architectural service

Hundreds of Eastern Custom Blind manufacturers, located in or near every major population center, can give you personal assistance in the specification and detailing, and installation details of venetian blinds for maximum efficiency and economy. In addition, Eastern's Engineering Department is at the service of Architects, Contractors and Engineers who have unusual or difficult venetian blind problems. Sales Engineers are available in every major market for consultation and for assistance with installation or specification problems. Shop drawings, complete architectural specifications as well as detailed installation drawings are available on request. Write, wire or call the nearest Eastern branch warehouse (addresses on back cover) or contact our Baltimore office.

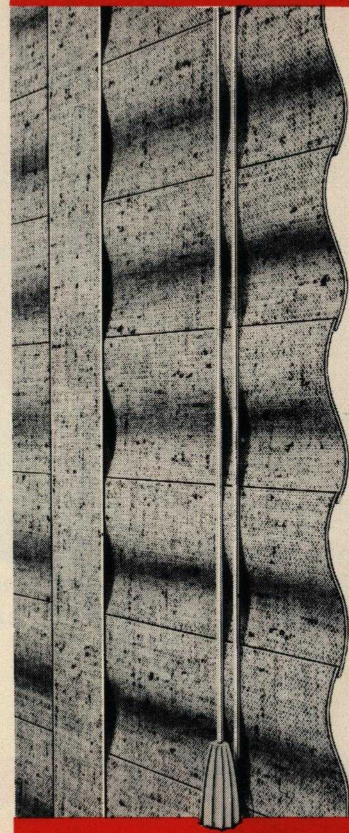
index

product	section	page
Eastern's Star		
regular horizontal venetian blinds	1	3
audio-visual venetian blinds	1	8
Eastern's Star		
vertical venetian blinds	2	12
Rolla-Head		
custom venetian blinds	3	15

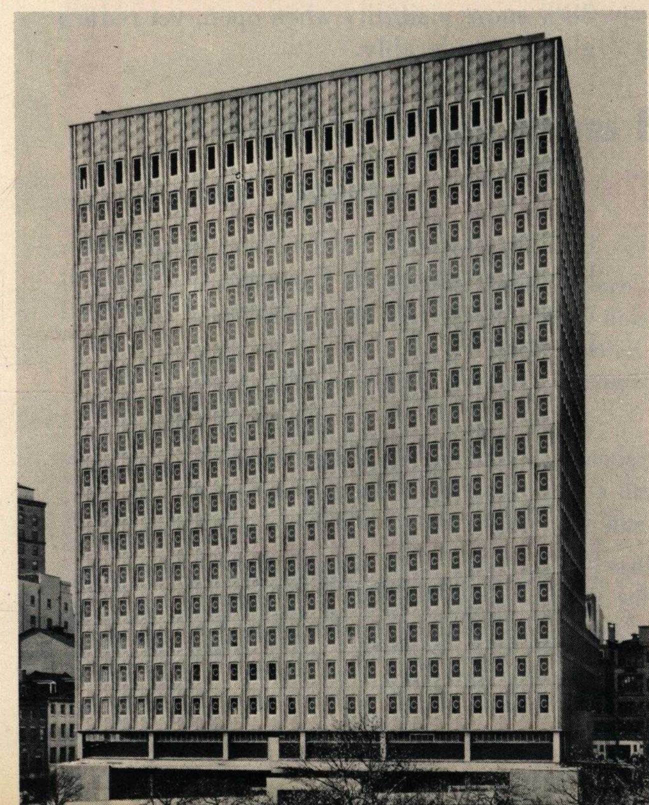
Eastern's Star

NEW HORIZONTAL VENETIAN BLIND

Eastern's Star is a completely new concept in venetian blinds. It is actually the first real innovation since 1757. That's the year when tiltable louvers and raisable blinds were first united. If you had lived two centuries ago, you would have seen venetian blinds quite similar to those in use today. But now, Eastern's Star combines fashion and function so well that it is being acclaimed by interior designers throughout the country. You can see a segment of the big change to the right in the entirely new double arc slats which play a star role in the design, engineering and material improvement in functional window covering. These new slats are considerably wider than ordinary slats and are "S" shaped. These slats do not just close—they *interlock* for complete closure.



Commercial Credit Building, Baltimore, Md.
Architect: Harrison and Abramowitz, New York City
Eastern's Star Blinds furnished by Eastern Window Shade Co., Baltimore, Md.

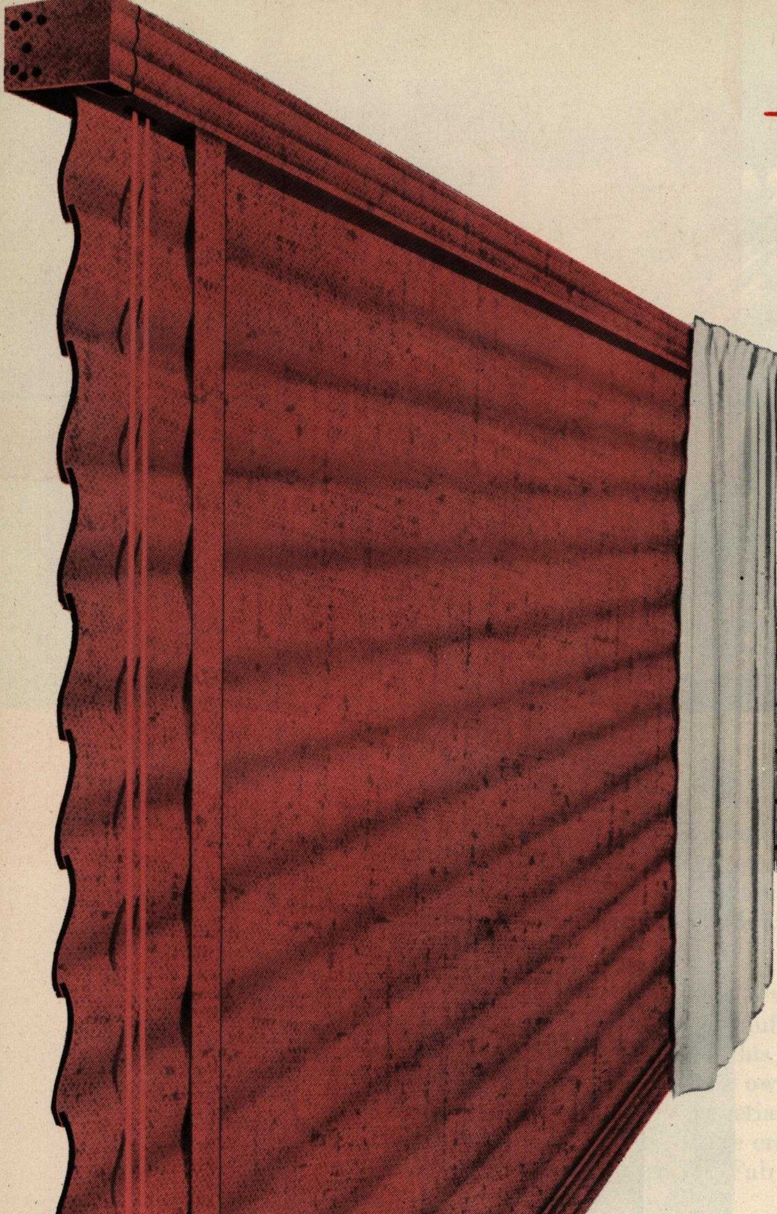


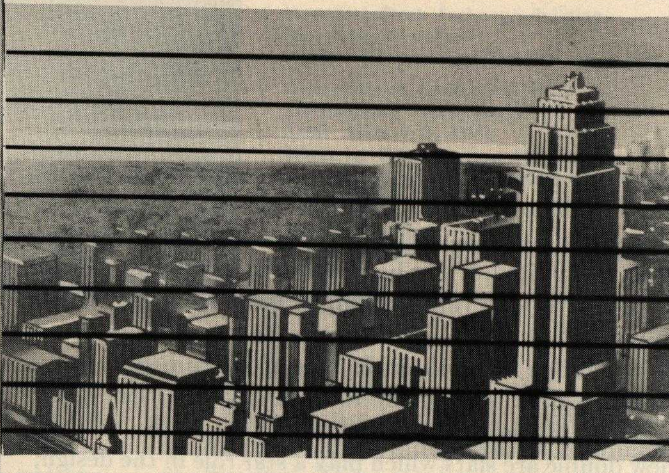
special features

- Smooth-flowing one-piece look when closed—thanks to perfected double-arc slats.
- Far wider, clearer view outside when open—because of fewer, stronger slats and tapes.
- Full closure literally "locks out" light—due to interlocking double-arc slats.
- Double-arc refraction takes glare out of light—diffuses it softly, evenly.
- Slats finished with Du Pont "Ludox," amazing new soil retardent . . . ends forever the need for washing.

Eastern's Sta

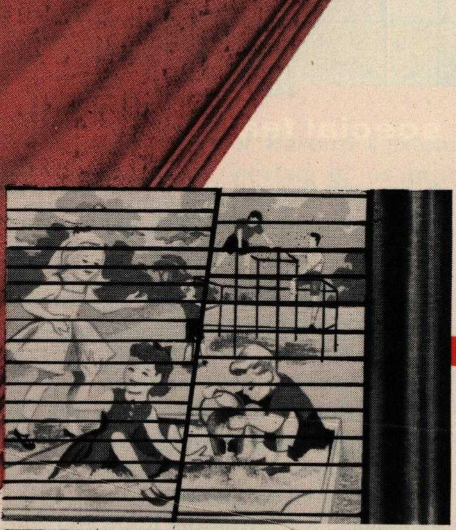
Blind Combines





NEW LOOK - NEW OUTLOOK

Only Eastern's Star eliminates that "slatty" appearance to which so many people object. Eastern's Star's new S-shaped double-arc slats interlock . . . actually look like "one piece" when closed. In addition, Eastern's Star slats are wider and stronger than conventional venetian blind slats. They give 38% more visibility when open, yet reduce glare considerably.



FAR GREATER VIEW

Ordinary blind at left has narrow openings. Far wider, stronger, Eastern's Star slats at right increase visibility by 38% and need fewer tapes.

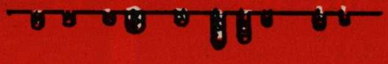
LOCKS OUT LIGHT

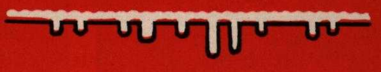
Compare the amazing difference. Conventional slats at left let light filter through —whereas Eastern's Star slats at right actually interlock.

Revolutionary New Venetian Fashion With Function

the only VENETIAN BLIND that *Never* needs washing

Eastern's Star Venetian Blinds are treated with DuPont "Ludox," amazing new anti-soil compound. Dirt simply can't cling to these new venetian blinds. Their unbelievably smooth surface actually locks out dust, spots, stains . . . literally slides them off through normal tilting of the blind. Eastern's Star slats never have to be washed.


UNTREATED SURFACES


TREATED SURFACES

UNTREATED SURFACES

Any untreated surface, no matter how smooth it may seem, has microscopic pores and imperfections. These imperfections provide "hiding places" for dirt and soil. Greatly magnified, an untreated surface looks like the sketch shown above:

TREATED SURFACES

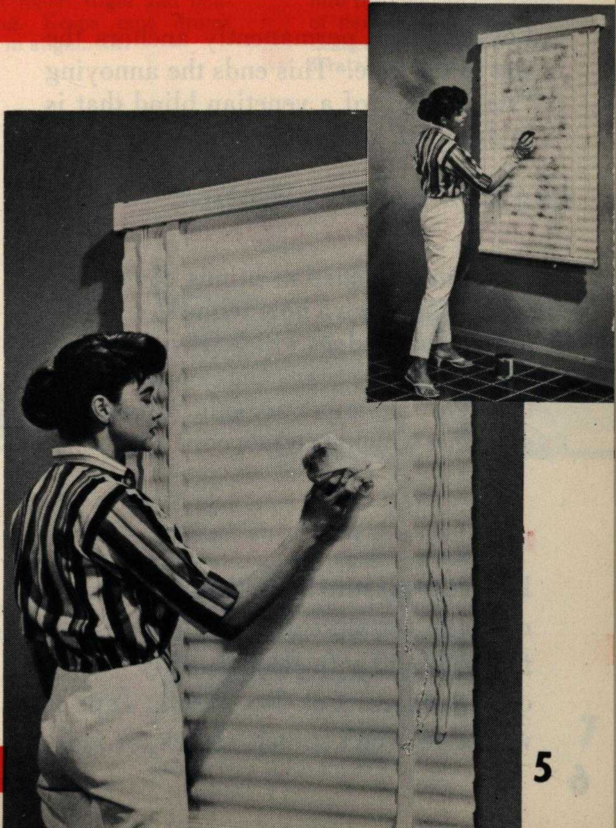
DuPont "Ludox" is a compound of Colloidal Silica, a very hard microscopic material. This fills in the microscopic imperfections of a surface and literally locks out the dust. A surface treated with DuPont "Ludox" looks like the above sketch:

Exhaustive dirt test proves Eastern's Star requires LESS MAINTENANCE

Unretouched photograph shows Eastern's Star Venetian Blind, with DuPont "Ludox" finish, after we covered it with a heavy concentration of Carbon Black. This simulates years of exposure to normal dust.

This photograph shows the same venetian blind after we whisked it once over lightly with a dry dust cloth. Every trace of dirt came off the slats like magic.

Play this same "dirty trick" on an ordinary blind. Then wipe it as hard as you can. It will still be so soiled that even washing can't restore its luster.

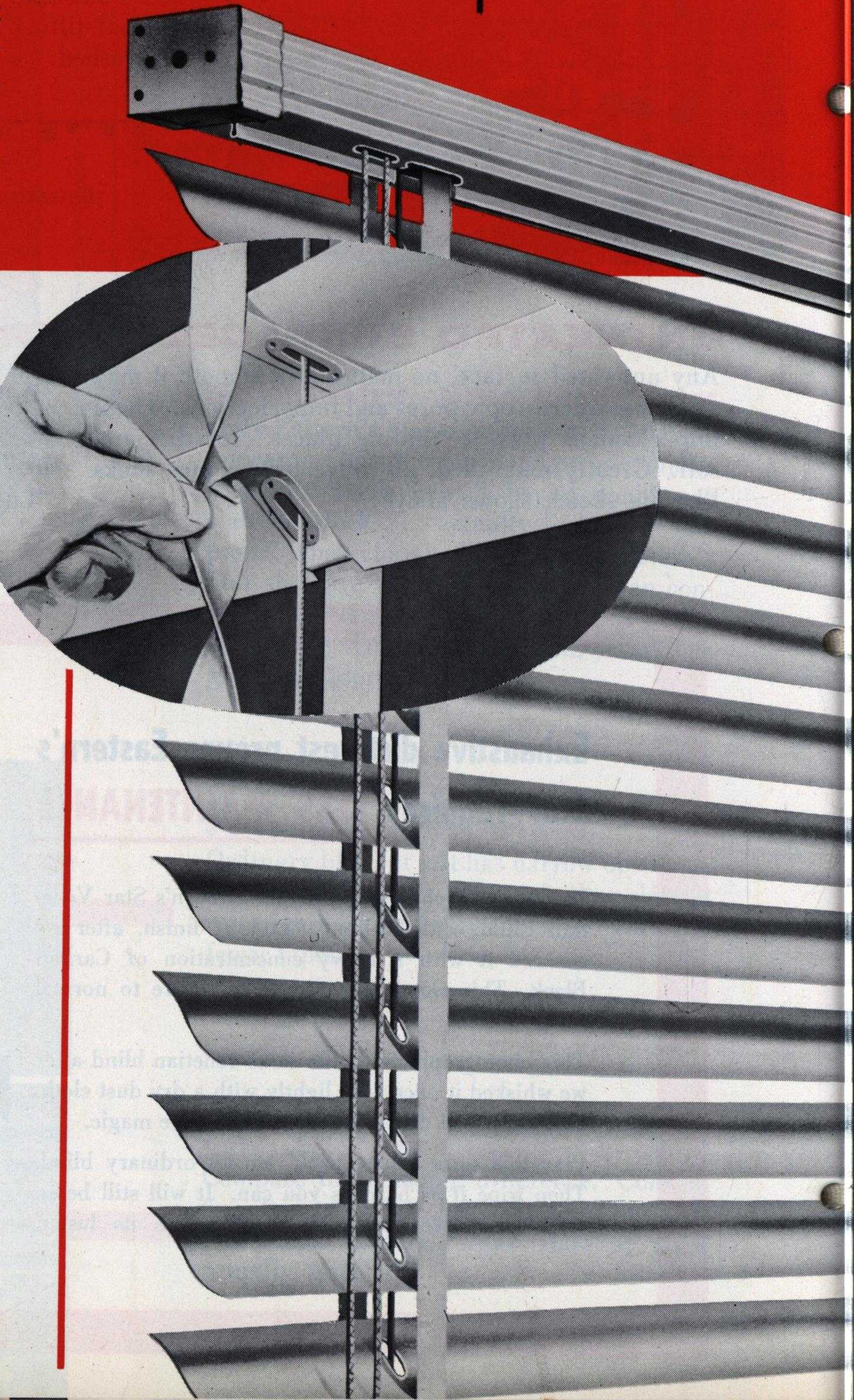


made with the exclusive **NEW PLASTIC TAPE**

LOK-TEX* TAPES

*PERMANENTLY ANCHORS SLATS

Eastern's Star Venetian Blinds are made with regular Eastern Star Tape or the new Lok-Tex Plastic Tape. Lok-Tex tape attaches directly to the slats and with the use of individual aluminum grommets anchors the slat permanently to the tape. It provides advantages found in no other venetian blind.



PRECISION ALIGNMENT

Lok-Tex plastic tape keeps the slats in perfect alignment, evenly spaced at all times. Ends forever, the uneven, messy appearance of ordinary venetian blinds.

STOPS SLAT FLUTTER

Lok-Tex tape permanently anchors the slat to the tape. This ends the annoying "slat flutter" of a venetian blind that is in front of a direct window breeze.

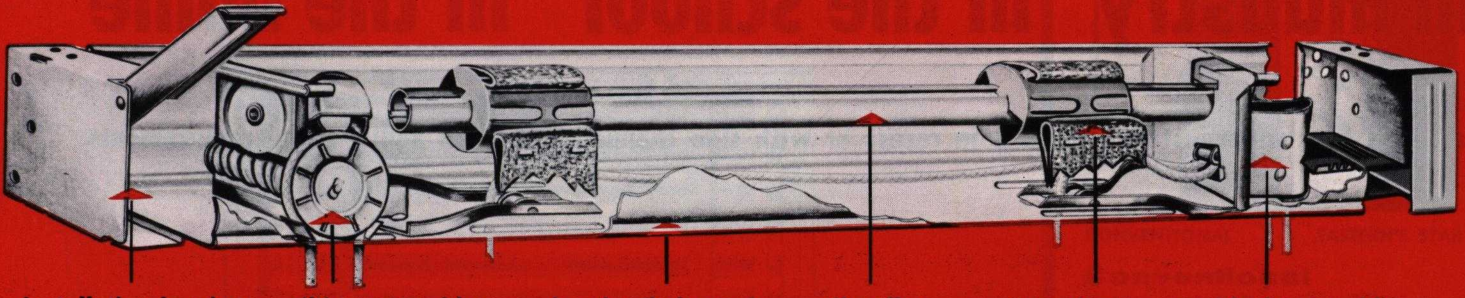
PREVENTS CORD WEAR

In ordinary venetian blinds cords pass directly through a hole in the slats. This hole has raw edges which frays the cord. In Eastern's Star the cord passes through a super-smooth aluminum grommet which prevents cord wear.

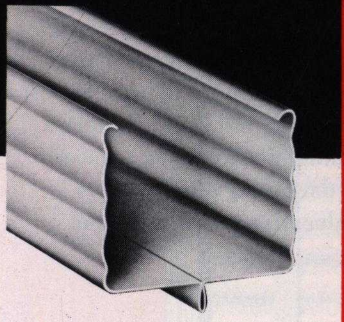
LONGER WEAR

Lok-Tex plastic tape is the strongest made . . . completely reinforced with fiberglas and with electronically welded cross ladders. Lok-Tex Plastic Tape is washable, won't stretch, shrink, or fade.

components · operating parts
precision engineered

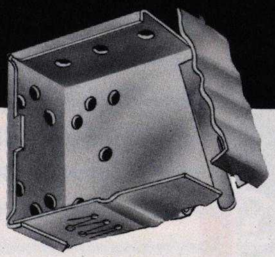


head channel



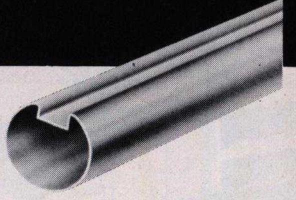
Extra flange at bottom overlaps top slat to trap light. Eastern's exclusive patented "snap-in" design of head channel, with tabs on all assembly hardware, makes installation easy.

three way bracket



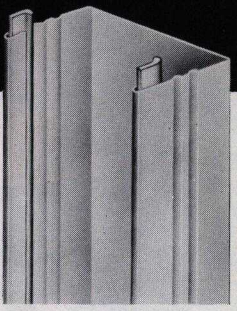
Pre-punched screw holes allow installation to inside, inside top or face of casement. Safety lock on hinged front. Brackets hold blind securely without shifting movement.

tilt roller



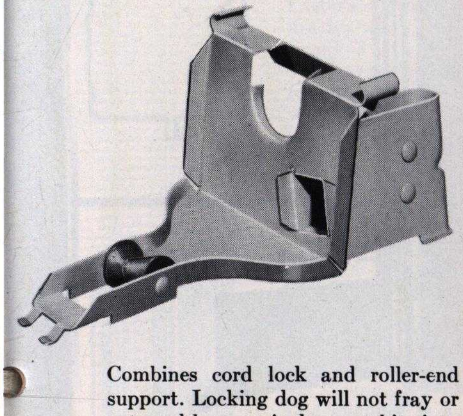
For smoothness, strength and for elimination of waste motion, backlash and binding, Eastern developed this exclusive tubular tilt roller. Rigid and nontwisting. Keeps tape drums firmly in alignment.

side channel



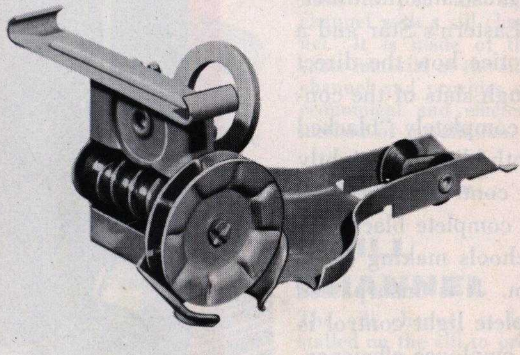
Optional accessory to be mounted on casing and sill for audio-visual blind. Edges turned over for rigidity. Set into the foldover is a buffer of flexible vinyl plastic to deaden noise and prevent scratching of slats.

cord lock assembly



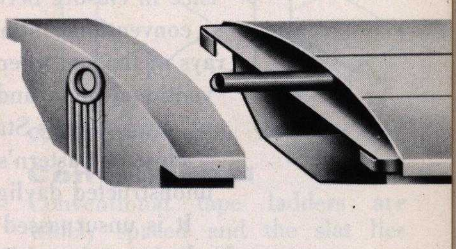
Combines cord lock and roller-end support. Locking dog will not fray or cut cord because it does not bite into cord. Positive clamping by snubbing of both cords simultaneously assures even lifting or lowering of blind.

tilting assembly



Escapement type tilter permits easier leveling of both ends of tilt cord. Cord responds instantly to slightest pull and never slips. Brass worm gear has two bushing supports; is mounted on steel shaft for longer life.

bottom rail and end cap

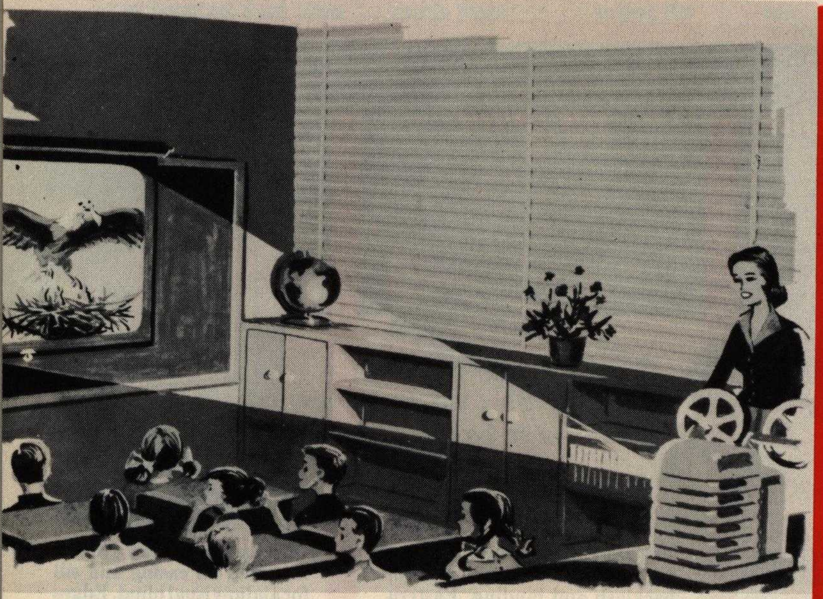


Bottom rail of heavy gauge metals is nontwisting and rigid. Has keyhole cord anchor and metal clamps to lock tape to rail. Plastic end caps deaden noise and protect window casings. End caps have holes for easy installation of holddown bracket.

audio-visual functions of Eastern's Star

in industry . in the school . in the home

Eastern's Star when installed in built-in recess or with side channels meets all audio-visual requirements

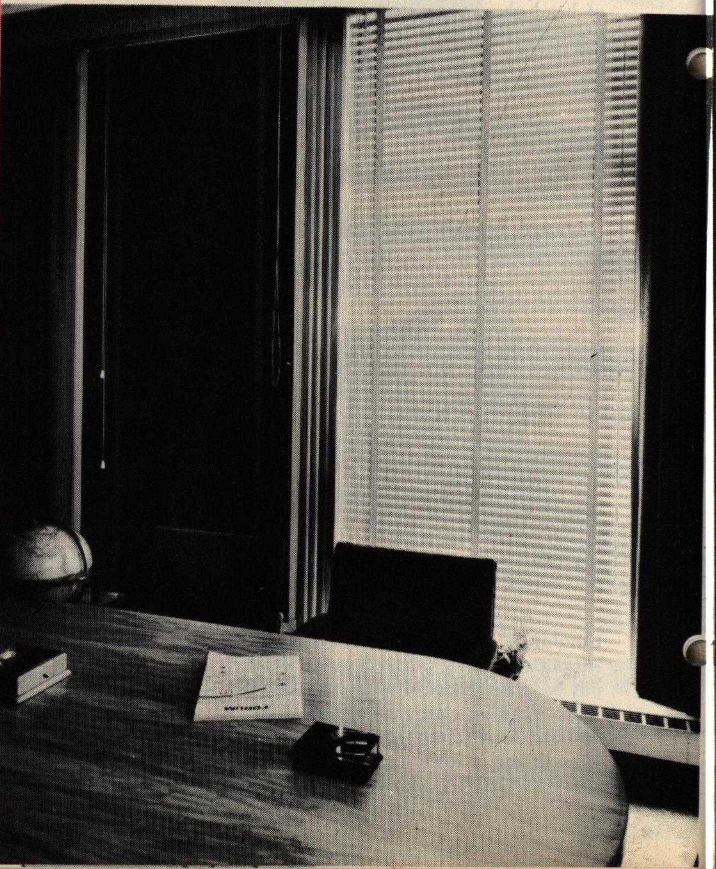


audio-visual functions

Eastern's Star Venetian Blinds when installed in a built in recess or with side channel meets all audio-visual requirements. Revolutionary new Eastern's Star slats don't just touch like most blinds, they interlock to virtually black out all window light. You get unprecedented light control from soft diffused light to almost complete room darkness, instantly. Eastern's Star reduces incoming window light to meet the strictest room darkening requirements for audio-visual education and instruction.

complete light control

Unretouched photograph illustrates the difference in closure between Eastern's Star and a conventional blind. Notice how the direct rays of the sun filter through slats of the conventional blind and are completely "blacked out" by Eastern's Star. Both blinds are tightly closed. Eastern's Star controls light from unobstructed daylight to complete black out. It is unsurpassed in schools making every classroom an auditorium. It is unsurpassed in industry where complete light control is necessary to increase employee efficiency.

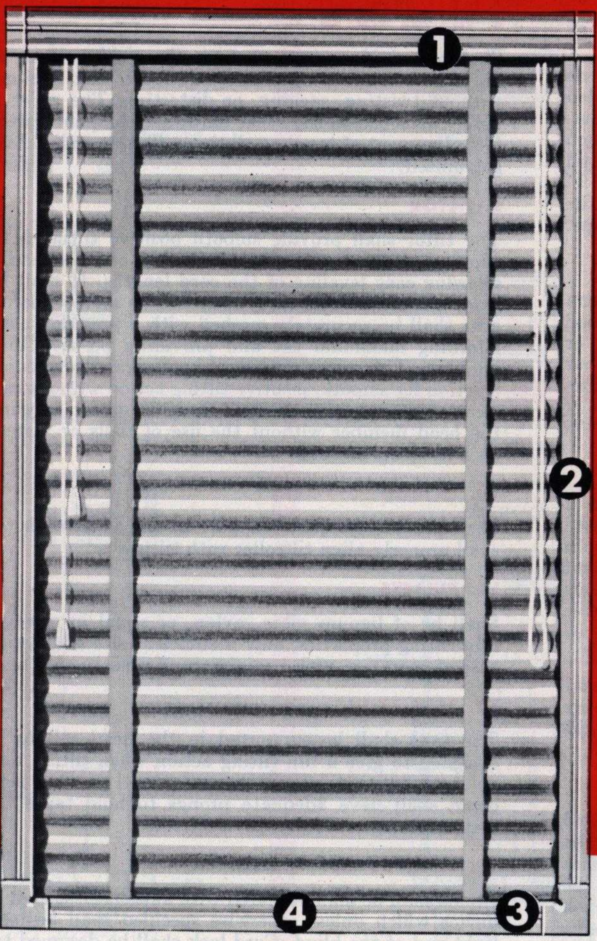


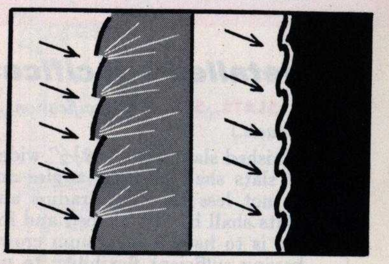
CONSTRUCTION DETAILS

EASTERN'S STAR

1

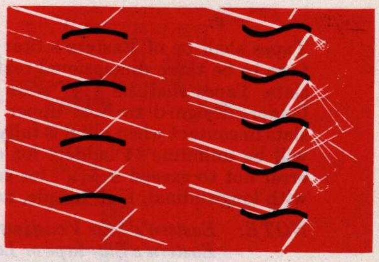
AUDIO VISUAL BLIND





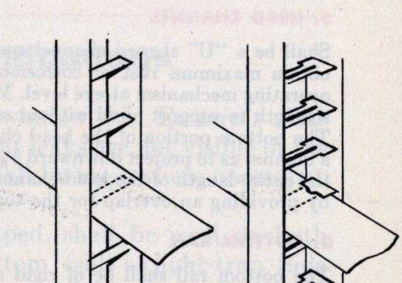
Conventional
A conventional venetian blind does not close fully.

Eastern's Star
Eastern's Star slats are S-shaped and interlock to block out window light.



Conventional
Conventional venetian blinds do not defuse light when opened.

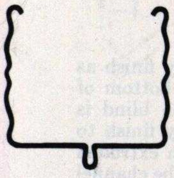
Eastern's Star
The contour and shape of Eastern's Star slats breaks up window light and defuses it gently.



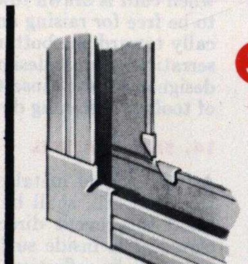
Conventional
Conventional tape ladders are widely spaced and the slat lies loosely on the ladder.

Eastern's Star
In an Eastern's Star Audio-Visual Blind the ladder is T-shaped and fits under notches in the slat to hold it firmly and tightly.

1 LIGHT TRAP

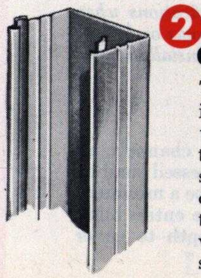


The head channel of the Eastern's Star blind is made, with an extra flange at the bottom. This provides a "stop" for the top slat and prevents light seepage at the top of the blind.



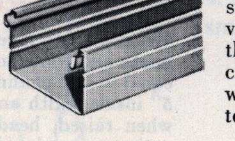
3 CORNER BRACKET

The corner bracket is used to join the side channel with a sill channel. It is made of the same material as the side channel and provides an economical and efficient method of installation.



2 SIDE CHANNEL

The audio-visual blind is installed in side channels which are mounted on the casing. Set into the side channel is a buffer of flexible vinyl plastic to deaden noise and prevent scratching of the slat.



4 SILL CHANNEL

The sill channel is installed on the sill to provide a bottom recess for the venetian blind. A sill channel is also made with vinyl buffer to protect the venetian blind.

specifications

Eastern's Star Venetian Blind

Regular Horizontal and Audio-Visual Venetian Blinds

All Venetian blinds shown on drawings and accompanying this specification shall be Eastern's Star Venetian Blinds with all components as manufactured by the Eastern Products Corp., 1601 Wicomico Street, Baltimore 30, Maryland. All materials and workmanship shall be of the highest quality only, and assembly and installation shall be in accordance with Eastern's Star Venetian Blind detailed specifications.

detailed specifications

1. SLATS, STEEL

(Specifications for aluminum slats may be had on request.)

Finished slats shall be 2½" wide plus 1/64" or minus 1/32". Ends of slats shall be right angles and the corners shall be rounded to not less than ¼" radius and not more than 9/32" radius. Slats shall be "S" shaped and formed with two equal arcs. Each arc is to have a maximum crown of 3/16" and be of a material having sufficient flexibility to permit a 180° bend around a 2" diameter cylinder without harm or permanent deformation to the slat or injury to the finish when released to their original shape.

2. SLAT FINISH

Slats shall be of carbon steel, electro-galvanized with an extra heavy coat of zinc, cold rolled, and phosphate treated. They shall have the additional protection of a zinc chromate primer or equivalent. Finish shall be capable of withstanding 100 hour standard salt spray test, 100 hour standard humidity cabinet test, and 100 hour fadometer test with no deterioration of paint or metal in excess of 1/16" creepage on all edges.

3. EASTERN'S STAR TAPE

Tapes shall be of Eastern's Star plastic tape. Outside surface of tape to be three dimensional textured pattern, harmonizing with slats. Tapes shall be 1½" wide (±3/64"). Ladders will be split ladder, designed to hold upper and lower surfaces of adjacent slats in contact when blind is fully closed. Spacing between ladders will be uniform, 24 ladders for each 54" of tape. Accumulative error not to exceed ±1/16" for each 54". Tape will be reinforced with longitudinal, high tensile, non-inflammable fiber.

NOTE: *Eastern's Star Venetian Blinds may be made with regular Eastern's Star tape or Loktex tape. Where Loktex tapes are specified, paragraph 3 should be eliminated and paragraph 4 substituted.*

4. LOKTEX TAPE

Tape shall be Loktex Plastic Tape. Outside surface of tape to be 3 dimensional textured pattern harmonizing with slats. Top shall be 1½" wide (± 3/64"). Ladders shall be made with an aluminum grommet which when clinched to slat shall hold slat firmly to the tape. Spacing between ladders will be uniform, 24 ladders for each 54" of tape. Tape will be reinforced with longitudinal, high tensile, non-inflammable fiber.

5. HEAD CHANNEL

Shall be a "U" shaped channel specially treated and painted to obtain maximum rust or corrosion resistance. Shall conceal all operating mechanism at eye level. Metal used shall be of sufficient strength to support blind without sagging, twisting or distorting. The bottom portion of the head channel shall be formed in such a manner as to project downward ⅜". This projection shall extend the entire length of the head channel and shall act as a light trap by providing an overlap for the top slat in its closed position.

6. BOTTOM RAIL

The bottom rail shall be of rigid steel construction, finished to match head member and the slats. Bottom rail shall be of sufficient strength so as not to sag or twist. It shall be of one-piece semi-hexagonal design. Tape and cord ends shall be concealed in and securely fastened to bottom rail and shall be easily removable when desired. Design and finish of tape clamp shall harmonize with the bottom rail. Bottom rail shall be fitted with matching end caps or transparent end caps, with provision for attachment of hold-down brackets when necessary. The bottom rail should not be less than ½" nor more than 1" thick ±⅛".

7. HEAD RAIL INSTALLATION BRACKETS

Shall be specifically constructed to support the head rail at each end. The brackets shall be so constructed that the blind is easily removed and replaced as a unit. The brackets shall have locking covers which securely lock the head rail in place. Brackets shall be made from electro galvanized and phosphated coated steel, finished with a high bake enamel.

8. TILTING ROLLER

Shall be a rigid steel tube not less than ⅝" in diameter, and shall be of sufficient strength and rigidity to tilt a blind uniformly without twisting, sagging, or distorting. The roller shall be securely attached to the other hardware components to insure perfect alignment of tapes at all times. Tilting roller shall be electro-galvanized.

9. TILTOR

The tiltor shall provide smooth positive tilting action without slipping, sticking or binding. It shall be of the self-adjusting type, allowing easy leveling of the cord lengths. It shall have a brass worm gear and be securely mounted on a steel shaft. This worm gear shall be accurately meshed with a precision cut sector gear affording maximum tilt and providing positive thrust bearing qualities. The cord wheel shall be designed to provide necessary traction for smooth, positive tilting action without causing undue wear of the tilt cord. It shall be designed for easy insertion into the head member without the use of tools or fastening devices such as rivets or bolts.

10. TILTROD SUPPORTS

Shall provide adequate support to tiltrod at each tape roll and shall properly align tiltroller with tiltor.

11. PULLEYS

Shall be of lignum vitae, nylon, or equal in strength and self-lubricating properties, and of sufficient size and design to permit ease of operation with a minimum of wear to cord and roller.

12. TAPE DRUMS

The tape shall be supported in the head rail by tape drums designed to give a full tilting action when tilting the blind, and at the same time, retain the same level on each slat. The tape drum shall have adequate prongs to hold tapes by means of stapled loops.

13. CORD LOCKS

Blinds shall be manufactured with automatic stop or cord locking device which unless otherwise specified shall be located at the right end of the blind. Cord lock shall be designed to hold blind evenly and securely at any height. The device shall lock lift cord when cord is drawn toward center of the blind. It shall allow cord to be free for raising and lowering of the blind when pulled vertically toward the bottom rail. The locking dog shall have smooth serrations and be designed so that it will not cut cord. It shall be designed for easy insertion into the head channel without the use of tools or fastening devices such as rivets or bolts.

14. SIDE CHANNEL

A "U" shaped metal channel having the same quality finish as the head rail, shall be installed around the side and bottom of blind to prevent direct light entering the room when blind is closed. The inside surface shall be painted a dull gray finish to reduce light reflection. The side channel shall have an extruded plastic beading formed securely into the inside edge of the channel to reduce noise of blind striking against channel. Dimensions of this side channel shall be 3⅛" across the bottom; the sides shall be 1¾".

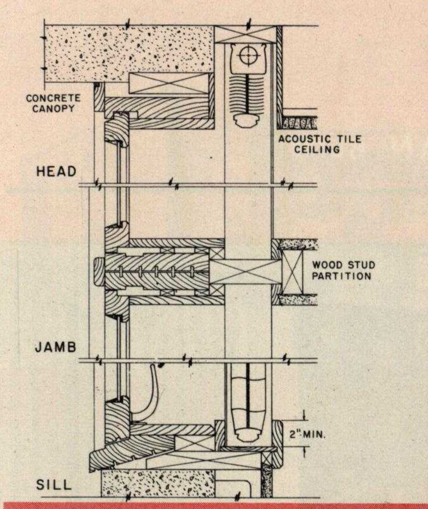
NOTE. *This paragraph should be included in specifications when complete darkout is required for projection rooms or for use where visual aids are planned. Where normal installations is required, merely eliminate this paragraph.*

15. BUILT-IN RECESSES

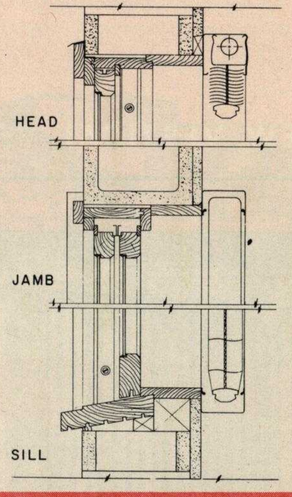
When built-in recesses are provided in place of side channels, all depth and width measurements for jamb and sill recessed shall be equal to side-channel size. The overhead recess shall be a minimum 5" inside width and 4" in depth. If recess is to hide entire blind when raised, head recess shall be of sufficient depth to cover entire accumulated blind.

installation details · scale 1″=1′-0″

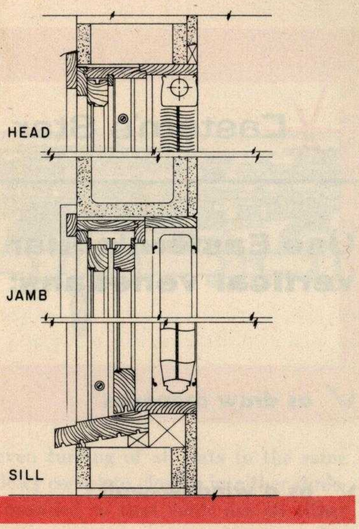
Concrete wall—furred· plaster—wood awning type sash



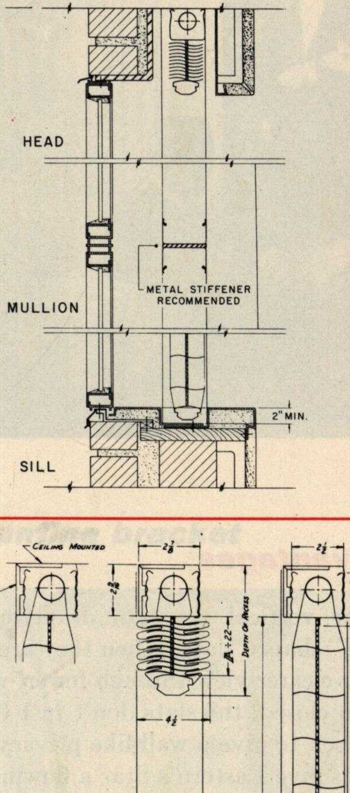
Outside mount on existing window construction



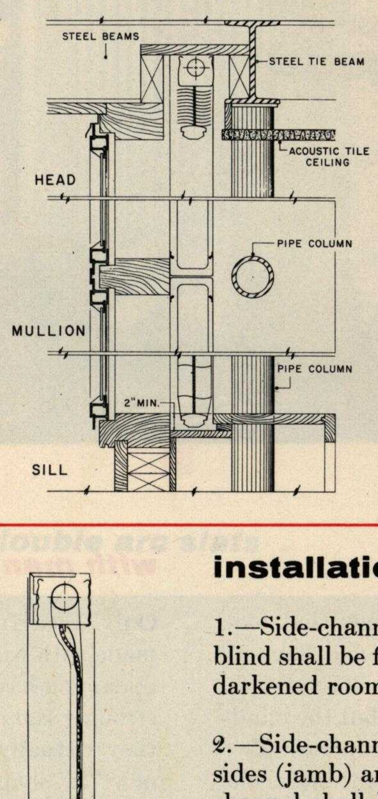
Inside mount on existing window construction



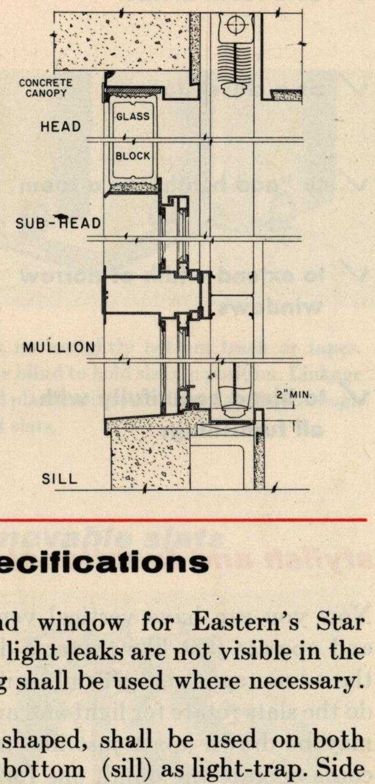
Masonry wall—furred plaster—metal projected sash

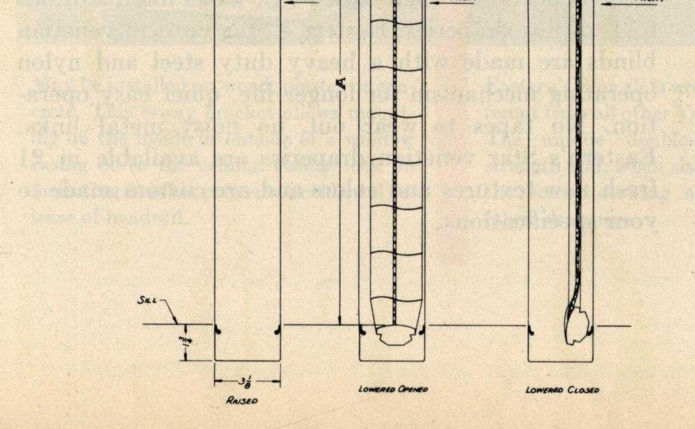


Steel frame—stud partition—metal projected sash



Concrete wall—furred plaster—metal double-hung sash/glass block





installation specifications

1.—Side-channel around window for Eastern's Star blind shall be fit so that light leaks are not visible in the darkened room. Calking shall be used where necessary.

2.—Side-channel, "U" shaped, shall be used on both sides (jamb) and across bottom (sill) as light-trap. Side channel shall be used unless built-in recesses are provided having equal or better depth than side-channel.

3.—Side-channel shall extend all the way up side window casing or wall to head rail and so installed to permit opening of installation bracket.

4.—All corners and surfaces of installation shall be smooth and free from sharp edges.

Eastern's Star

NEW VERTICAL VENETIAN BLIND

Use Eastern's Star vertical venetians:

- ✓ as draw draperies
- ✓ as a window-wall
- ✓ as a room divider
- ✓ as a closet door
- ✓ to "add height" to a room
- ✓ to extend width of narrow windows
- ✓ to blend beautifully with all furnishings

stylish and functional

Now you can have vertical venetian blinds that look and operate just like traverse draperies—and have all the advantages you get only with venetians. Not only do the slats rotate for light and air control but the blinds may be drawn apart just like traverse draperies. Two cords operate the blind; one for rotating the slats, one for traversing. They may be located together at either end of the vertical, or separately, one on each side. These blinds bring striking new fashion to a room and are extremely practical too. Dust does not collect on the vertical surfaces of the slat . . . no tapes to be cleaned or replaced. Nor do Eastern's Star vertical venetian blinds have to be taken down for cleaning as do draperies.

with many advantages

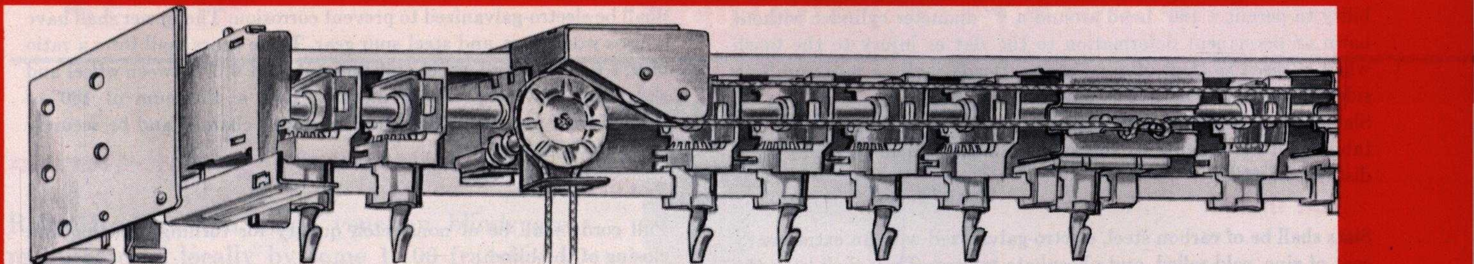
Only Eastern's Star vertical venetian draperies are made with wider, "S" shaped slats. When they are wide open, you have a far clearer view through fewer, wider, stronger slats. When closed, the slats don't just touch, they virtually interlock to give a wall-like privacy. It's new "S" shaped slats give Eastern's Star a flowing one piece appearance when closed . . . looks like luxurious folds of fine draperies. Eastern's Star vertical venetian blinds are made with a heavy duty steel and nylon operating mechanism for longer life, quiet easy operation. No tapes to wear out, no noisy metal links. Eastern's Star venetian draperies are available in 21 fresh new textures and colors and are custom made to your specifications.

Eastern's Star

VERTICAL VENETIAN BLIND

2

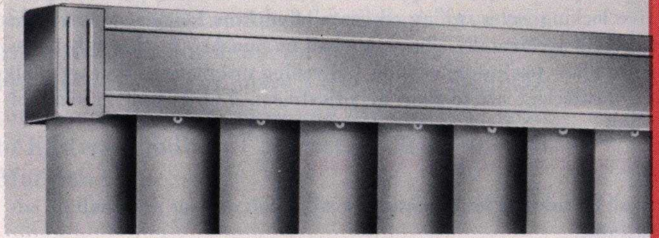
operating mechanism



The mechanism of Eastern's Star vertical venetians are made entirely of metal and molded nylon, not fabric. This eliminates much of the noise associated with many vertical venetian blinds and guarantees a smoother operation and longer life.

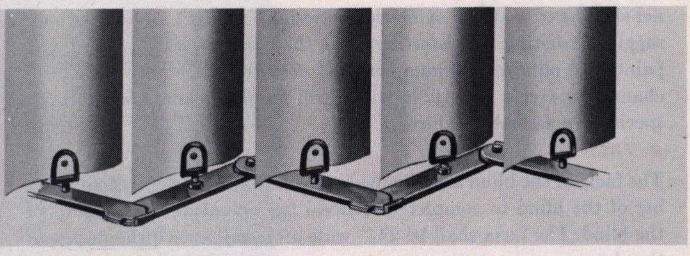
The turn mechanism assures even turning of all slats to the same angle when opened . . . and allows complete closure in either direction. The mechanism may be installed so that cords are on either side or both on the same side.

facia



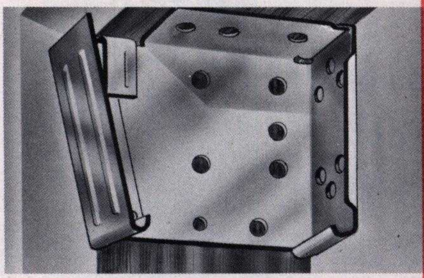
Eastern's Star venetian verticals may be installed directly into a recess or can be used with a modern facia board. This facia board completely conceals the operational parts and is available in finishes to match or contrast with the blind slats.

bottom linkage



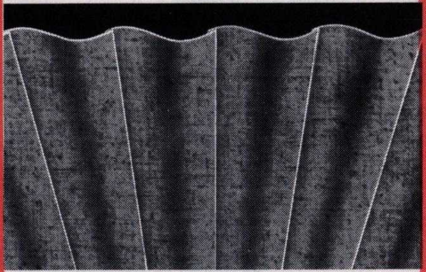
Eastern's Star verticals have no unsightly bottom track or tapes. Bottom linkage moves with the blind to hold slats in position. Linkage is of neutral color, hard molded plastic with slat clips snapping through holes in bottom to firmly hold slats.

mounting bracket



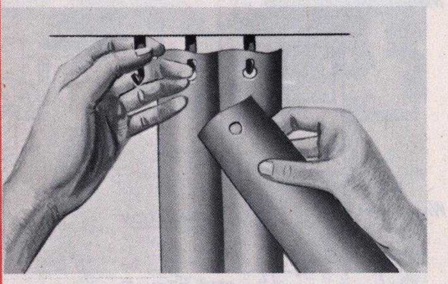
May be installed on wood, plaster or concrete. This 3-way bracket allows mounting on the inside or outside of a window casing or to the ceiling. Safety lock on mounting bracket prevents accidental release of headrail.

double arc slats



Eastern's Star slats are "S" shaped—different from all other Venetian Blind slats. The unique double-arc design adds strength and, when slats are closed, gives the smooth-flowing appearance of fine fabric draperies.

removable slats



It is seldom necessary to remove the slats, however if you want to remove them to change a color scheme, just tilt slat to right or left to release bottom linkage. Then release slat from hook of slat clip at top. To replace, merely reverse procedure.

1. SLATS, STEEL

Finished slats shall be 2½″ wide plus 1/64″ or minus 1/32″. Ends of slats shall be right angles and the corners shall be rounded to not less than ¼″ radius and not more than 9/32″ radius. Slats shall be "S" shaped and formed with two equal arcs. Each arc is to have a maximum crown of 3/16″ and be of a material having sufficient flexibility to permit a 180° bend around a 2″ diameter cylinder without harm or permanent deformation to the slat or injury to the finish when released to their original shape. Bends shall be made on both sides of slat, but shall not include the cord holes.

Slats when laid flat on a table and extended beyond the edge of the table shall be capable of supporting themselves horizontally at a distance of 45″.

2. SLAT FINISH

Slats shall be of carbon steel, electro-galvanized with an extra heavy coat of zinc, cold-rolled, and phosphate treated. They shall have the additional protection of a zinc chromate primer or equivalent. Finish shall be capable of withstanding 100 hour standard salt spray test, 100 hour standard humidity cabinet test and 100 hour fadometer test with no deterioration of paint or metal in excess of 1/16″ creepage on all edges. Finish to be alkyd resin base or equivalent pigmented to resist chalking or deterioration under exposure to strong sunlight.

NOTE: Specifications for Eastern's Star aluminum slats may be had on request.

3. HEAD CHANNEL

Shall be of heavy carbon steel and "U" shaped. It shall be a structural member of the blind upon which the slat carriers ride. The head channel shall be of material sufficiently strong to support a blind without sagging, twisting or distorting, and shall be specially treated and painted to obtain maximum rust and corrosion resistance. The head channel in excess of 4 ft. in width will require headrail supports as specified in assembly tables.

4. FACIA

The facia of the blind shall be made of steel and be a decorative member of the blind to completely conceal the operating mechanisms of the blind. The facia shall be 2¾″ wide and shall match the design of the slats.

5. SLAT CARRIERS

Each slat shall be hung at the top to an individual slat carrier. These carriers shall be manufactured of nylon and steel, jointed together by a metal linkage. The slat carriers shall control the spacing and traversing of the slats. Each carrier shall consist of a housing, bevel gear, turner gear keeper and a combination bevel pinion, and slat hanger. Ratio of the bevel pinion to turn tube shall be 3:2 for all slats.

6. TURNER

Shall be electro-galvanized to prevent corrosion. The turner shall have a brass worm gear, and steel spur gear. These gears shall form a ratio of 9:1 between cord wheel and turn tube; of 6:1 between wheel and slats, and provide precision meshing thru a minimum of 180° of turn. Turner assembly shall slide into head channel and be securely locked in position.

7. CORD

Pull cords shall be of nonstretch quality for turning, opening and closing of the blind.

8. BOTTOM LINKAGE

Shall be constructed of neutral color nylon and shall space slats 2″ apart. Holddown brackets for attachment to sill, jamb or floor shall be provided for anchoring the bottom linkage and for preventing flutter or swaying of blind. Center linkage allows manual locking.

9. INSTALLATION BRACKETS

Shall be specifically constructed to support the head channel at each end and shall be finished in accordance with paragraph 3 above. Brackets shall be constructed so that installation and removal of blind as a unit may be easily accomplished and in addition shall provide a positive locking cover, which prevents blind from being removed from brackets accidentally. Brackets shall be punched for screw holes so as to allow for inside, outside and ceiling installation. Bracket shall be of sufficient size to allow an adjustment of up to 1⅜″ in width of blind.

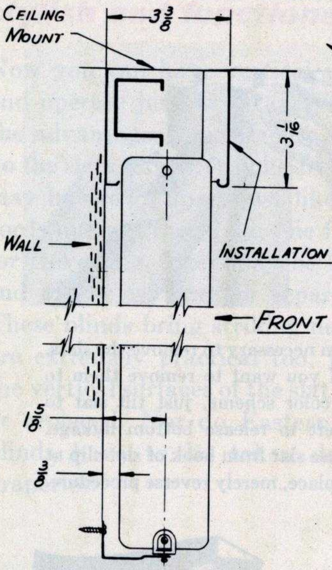
10. HOLD-DOWN BRACKET ASSEMBLY

Shall be suitable for mounting to sill, jamb or floor and shall be adjustable.

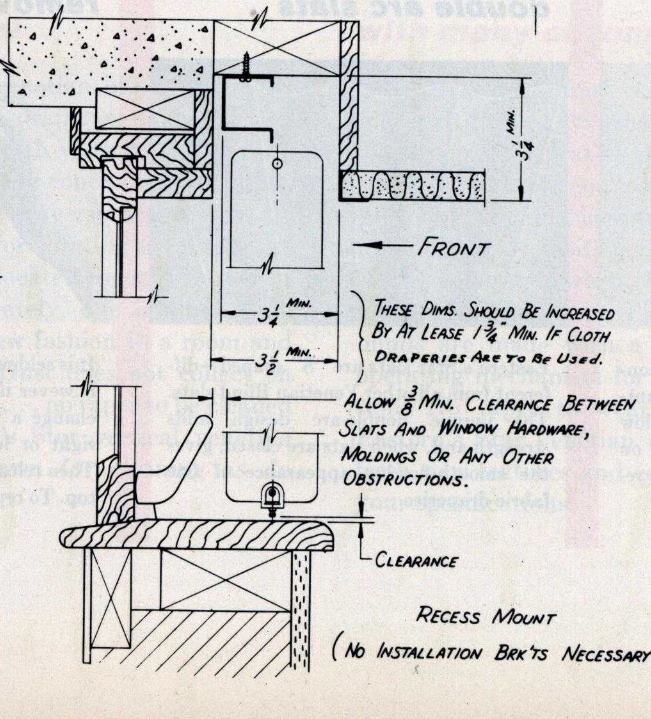
11. HARDWARE

All hardware parts shall be steel stamping and shall be electro-galvanized to prevent corrosion and rust.

installation details



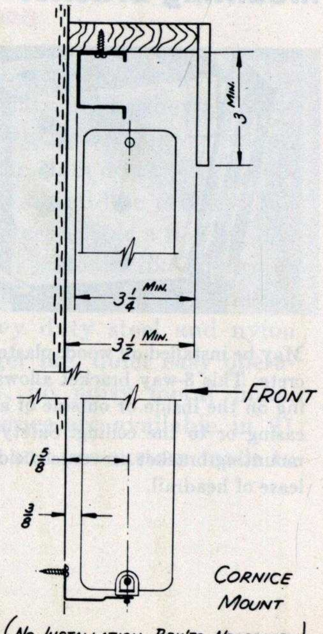
OUTSIDE MOUNT
(USING INSTALLATION BRK'TS)



THESE DIMS. SHOULD BE INCREASED BY AT LEASE 1 3/4″ MIN. IF CLOTH DRAPERIES ARE TO BE USED.

ALLOW 3/8 MIN. CLEARANCE BETWEEN SLATS AND WINDOW HARDWARE, MOLDINGS OR ANY OTHER OBSTRUCTIONS.

RECESS MOUNT
(NO INSTALLATION BRK'TS NECESSARY)



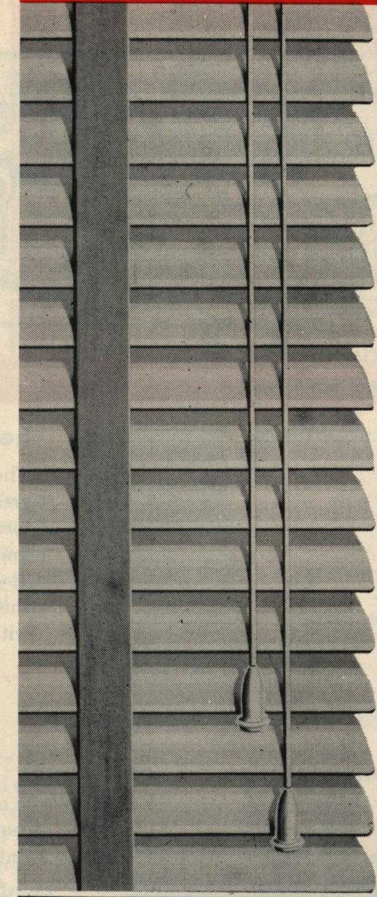
CORNICE MOUNT
(NO INSTALLATION BRK'TS NECESSARY)

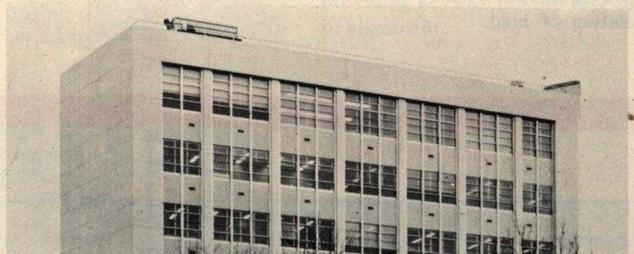
manufacturing distribution

Rolla-Head custom made venetian blinds are manufactured locally by some 1,100 franchised manufacturers located through the United States and Canada. They are skillfully made to exacting specifications and have been the choice of architects and builders for many years.

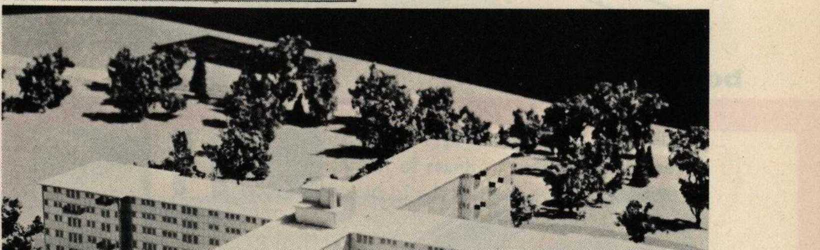
Rolla-Head venetian blinds may be found in some of the nation's most famous building projects. Many schools, universities, hospitals, airports, hotels, apartment houses, institutions, federal government buildings, state, city, county and municipal buildings, churches and all types of industrial and commercial buildings have been using Rolla-Head blinds for many years.

For the name of the nearest franchised manufacturer, consult your telephone directory or write to Eastern Products Corporation, Baltimore 30, Maryland.





National Rural Electric Cooperative Bldg., Washington, D.C.
Architects: Mills, Petticord & Mills, Washington, D.C.
Venetian Blinds by: The Shade Shop, Washington, D.C.



Chetwynd Apts., Rosemont, Pa.
Architect: Charles Frederick Wise, Bryn Mawr, Pa.
Eastern's Star Blinds by: Reinhart, Inc., Philadelphia, Pa.

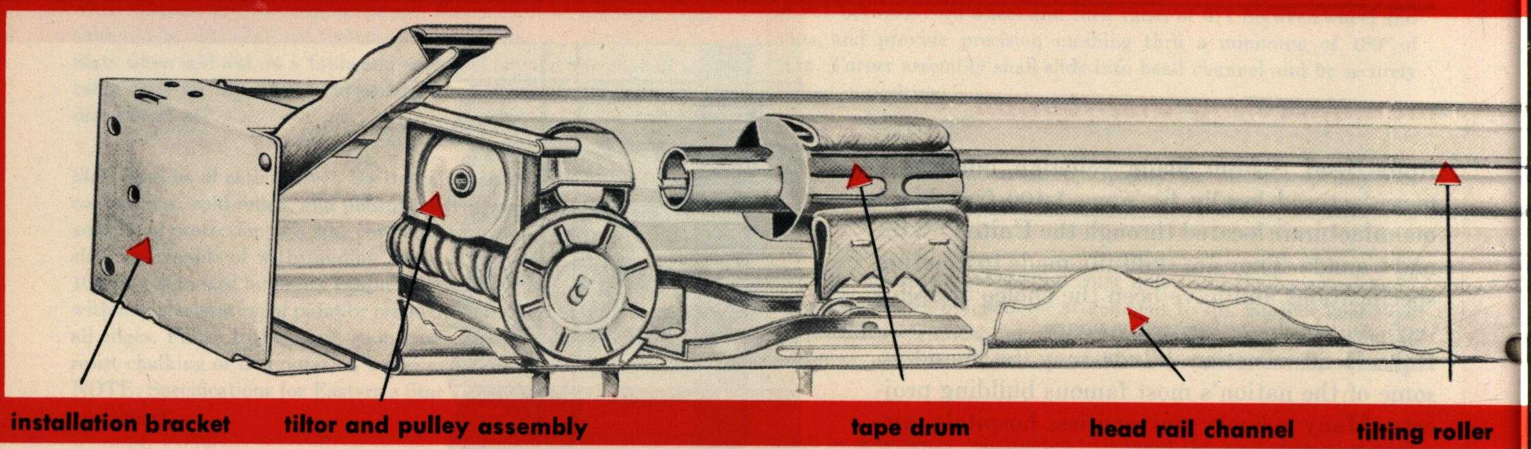
ROLLA-HEAD

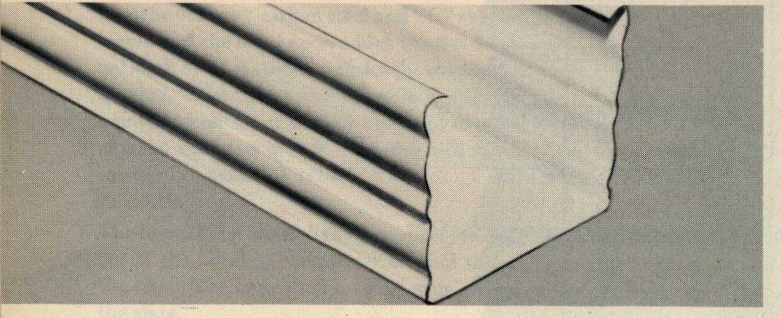
construction details

EASTERN'S PRE-FAB HEAD

2 tape single lift head

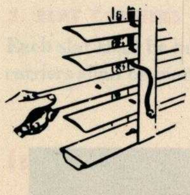
The performance of a venetian blind stems from its head . . . for it is the head that houses the operating mechanism. The Eastern Pre-Fab head was developed and perfected after years of exhaustive field and laboratory tests. All hardware is precision engineered for long wear. When necessary, replacement of parts can be made easily and at low





head channel

The fluted design of the Eastern Rolla-Head channel gives it greater structural strength and a distinctive appearance. It is formed from heavy gauge steel electro-galvanized bonderized and finished with a high gloss baked on enamel. Channel measures $2\frac{1}{2}''$ wide by $2\frac{3}{16}''$ deep. The lips at the top of the channel grip the operating hardware which can be snapped into the channel without rivets or clinching.



removable slat feature

Keyhole slot in bottom rail makes thorough cleaning of slats easy. Cord may be quickly released leaving slats free for removal.

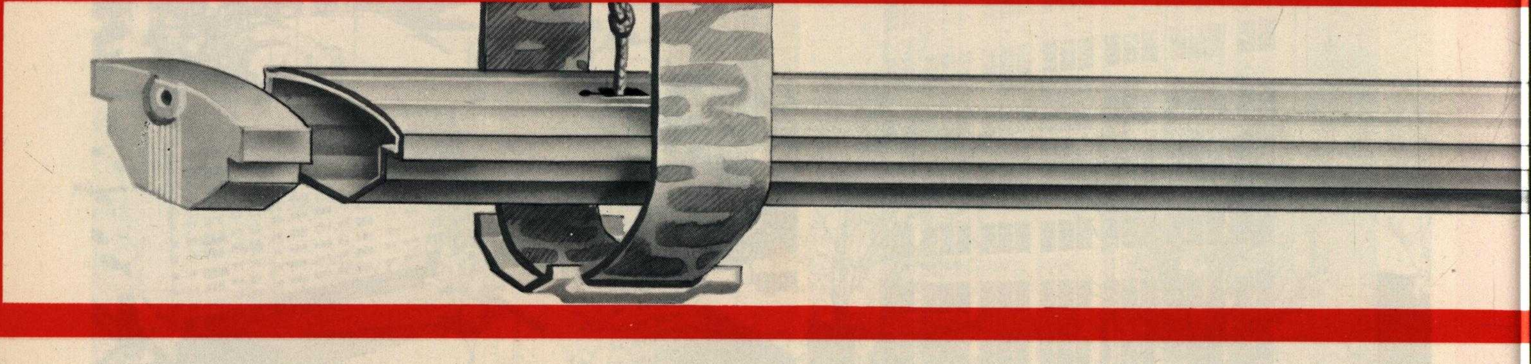
end caps

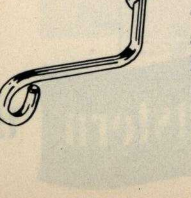
Eastern plastic end caps blend with lines of bottom rail . . . won't mar paint or plaster of casing. Knock out plug provided for installation of hold down bracket.

bottom rail tape clamp

Securely fastens tape ends to bottom rail. Easily removable when necessary to replace tape or for cleaning. Matches bottom rail in design and finish.

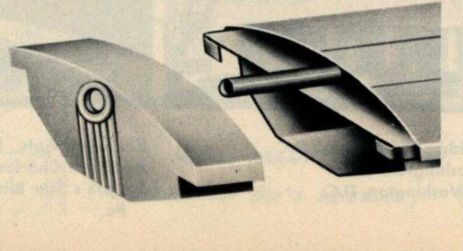
bottom rail





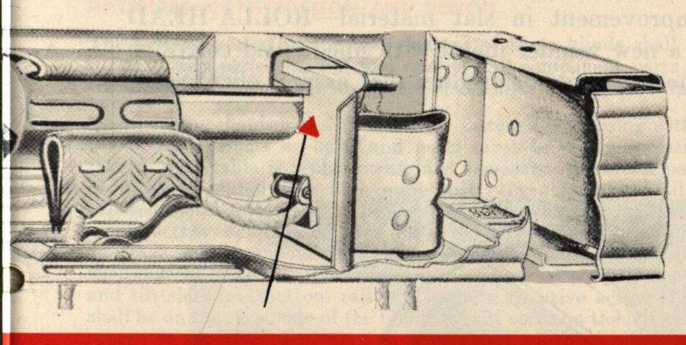
anchoring blind

Hold down brackets are provided for door installations to keep blinds from swaying. If desired for window installation, they should be so specified.

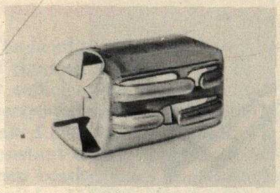


Drawing at left shows insertion of Hold Down Adaptor into bottom rail. Adaptor is pushed through plug in end cap for attachment of hold down bracket.

cost because of Eastern's exclusive patented hardware which can be "snapped in" the channel without clinching or riveting. All working parts are completely concealed in the head channel which is finished with a deluxe baked DuPont enamel. The mechanism as well as the complete Rolla-Head blind meets all Federal Specifications.

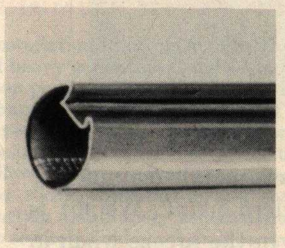


cord lock



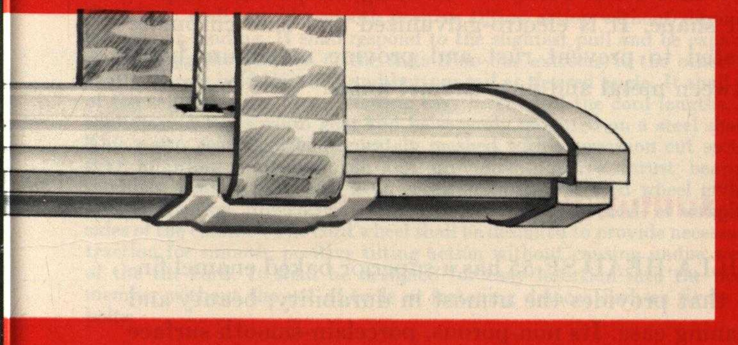
tape drum

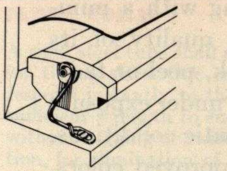
Gives positive tape support. Prongs provide quick, secure tape attachment. Snaps on to tilting roller with non-slip spring tension grip. Designed to give full tilt. Electro-galvanized and Iridited.



tilt roller

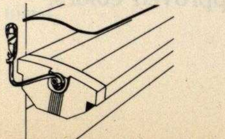
Designed for elimination of waste motion, backlash and binding. Rigid non-twisting, it provides greater strength and durability. Design based on best mechanical principles, with groove providing keyway to keep tape drums in alignment.





Inside

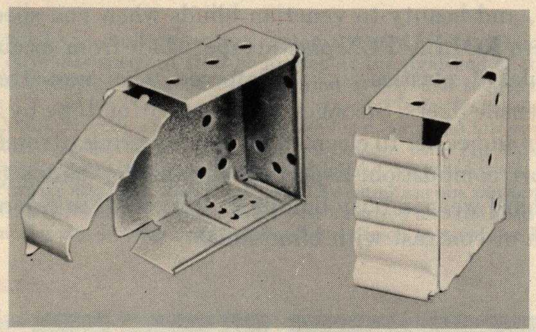
For inside window hanging, set brackets with hooks upward, as illustrated at right.



Outside

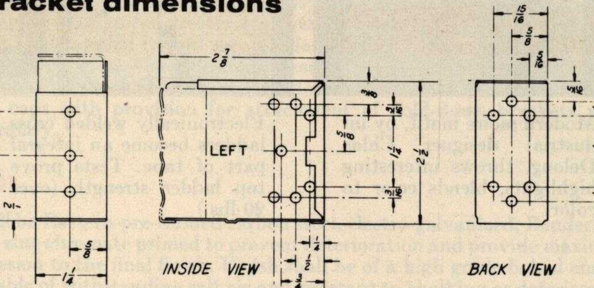
For outside hanging on windows or doors set brackets with hooks projecting outward.

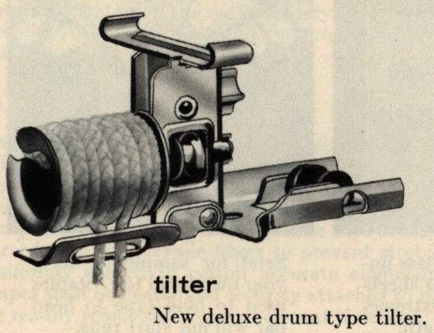
bracket type and sizes



New 3 way bracket makes installation easy. Prepunched screw holes allow attachment to inside, inside top or face of casement. Latch type lock provides a high factor of safety after installation. Face of bracket follows flowing design and finish of the head channel.

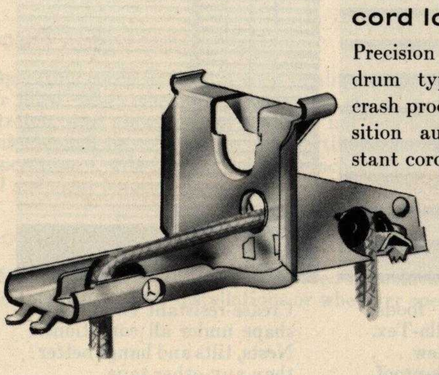
bracket dimensions





tilter

New deluxe drum type tilter. Cords never slip . . . never work out of reach . . . always keep even . . . cannot get out of adjustment.



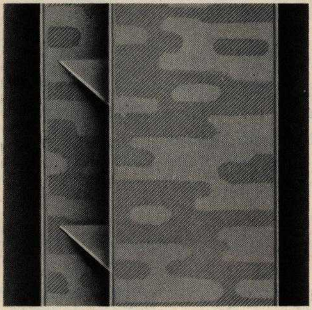
crash-proof cord lock

Precision companion to the drum type tilter. Positively crash proof. Holds blind in position automatically the instant cord is released.

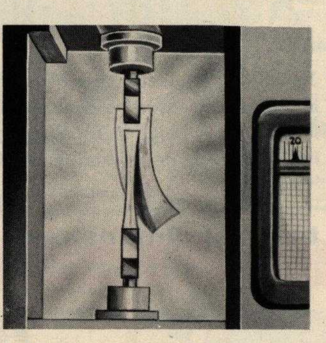
ROLLA-TEX

plastic tape

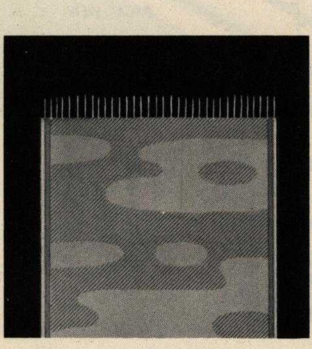
You add the utmost in durability, economy, practicability, and beauty to venetian blinds when you specify Eastern ROLLA-TEX plastic tape. Made from specially formulated plastics . . . reinforced with non-stretch hightensile fibers. Stronger. Outlasts cotton tape by far. Faster and easier to clean. Won't fade, shrink, stretch or support combustion. Especially suitable for blinds that take hard wear in busy buildings. Furnished in colors to match or contrast with blind finish.



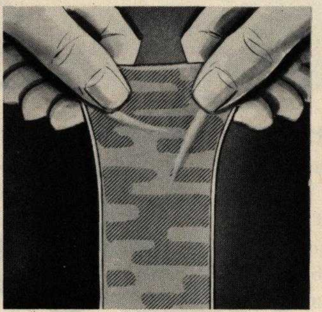
Modern moire motif, by industrial designer Chloe Delong, throws interesting highlights, blends color to color.



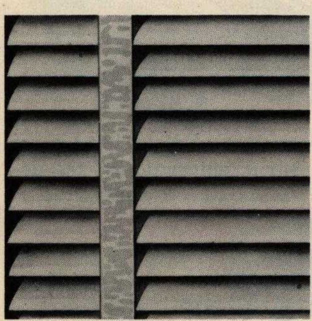
Electronically welded cross ladders become an integral part of tape. Tests prove top ladder strength (over 20 lbs.)



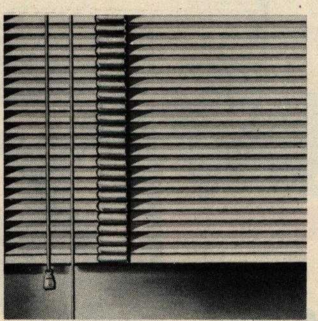
34 strands of fibre-glass imbedded between two sheets of vinyl plastic for extremely high tensile strength.



Send for sample to make your own hand test. Staples used to hold tape to head bar will not start runs.



Rain, soap, water, foods, will not affect Rolla-Tex. Will not rot or mildew . . . color fast and shrink-proof.



Crease-resistant vinyl holds shape under all conditions. Nests, tilts and hangs better than any other tape.

ROLLA-HEAD

SF-55 METAL SLATS

ROLLA∘HEAD

Slats are a major component of venetian blinds and must meet rigid quality standards. Eastern engineers and a team of experts from Bethlehem Steel Co. and E. I. du Pont de Nemours & Co., spend endless hours in intense research . . . to develop and perfect the most practical slat material possible. The results: A great new improvement in slat material—ROLLA-HEAD SF-55, a new wonder metal with unequalled corrosion resistance—a superior product that assures client satisfaction.

just-right weight.
deterioration resistant.
highly flexible.
stay-new, stay-clean.
DuPont enamel finish.

SF-55 is a new, lighter, stronger metal—completely processed in Eastern's huge modern plant. Weight is "just right". Won't sag or flutter in the breeze when in the blind. SF-55 is highly flexible with excellent resiliency that bends easily for cleaning, snaps back to perfect shape. It is electro-galvanized and zinc chromate treated to prevent rust and provide maximum bond between metal and final enamel finish.

beautiful, durable finish

ROLLA-HEAD SF-55 has a superior baked enamel finish that provides the utmost in durability, beauty and cleaning ease. Its non-porous, porcelain-smooth surface sheds dust, keeps clean and new-looking with a minimum of maintenance. The permanent quality of its Du Pont enamel finish won't chip, crack, peel or fade. SF-55 is highly resistant to deterioration under exposure to sunlight, salt spray, and extreme climatic conditions. SF-55 is available in many decorator-approved colors.

ROLLA-HEAD

CUSTOM VENETIAN BLIND

GENERAL

Venetian Blind contractor shall furnish and neatly and securely install where specified . . . custom-made all-metal ROLLA-HEAD venetian blinds manufactured from Eastern Machine Products materials. Blinds shall be made in a thoroughly workmanlike manner of the type and sizes shown on plans and as called for in the specifications, including all necessary hardware as herein specified.

MATERIALS, CONSTRUCTION AND DESIGN

The materials used in the manufacture of these blinds shall be new, commercially perfect and of first quality. All component parts must be constructed so as to offer maximum operating efficiency and durability.

Operating mechanism shall be securely fastened to housing without the use of tools, rivets or bolts and parts must be easily accessible and readily removable if replacements are necessary. All metal parts shall be properly plated with high-grade rust preventative and all outside exposed metal surfaces shall be treated with a positive paint bond and an attractive enamel finish that resists deterioration and chalking. Paint coverage shall be smooth and uniform and finish color of exposed surfaces shall match. Blinds shall be designed to operate by cords that lift, lower and tilt slats and bottom rail with smooth, positive action. Lift cords shall be on the right side of the blind and tilt cords on the left side unless otherwise specified. Tolerance in height and width of blinds shall not exceed $\frac{1}{2}$". Route holes in the head, bottom rail and slats must be in alignment.

HEAD MEMBER

The head member or channel housing the operating mechanism shall be of rigid all metal construction. It should be in one piece and U-shaped, of sufficient strength to support the blind without twisting. It shall be electro-galvanized, and roller coated inside and out with a high quality baked enamel that produces a smooth, hard, durable finish. It shall be resistant to salt spray and severest climatic conditions. Head shall have deep beaded sides and turned over top edges for maximum rigidity. It shall be $2\frac{3}{16}$ in. high by $2\frac{1}{2}$ in. wide.

INSTALLATION BRACKETS AND SUPPORTS

Installation brackets attached to each end of the head member shall be of heavy gauge metal and so designed as to securely hold blind at installation points without shifting during operation. Brackets shall match head channel in design and finish. They shall be of the universal type with screw holes for inside, outside or overhead installation. Brackets shall be designed with a locking device that positively secures head member, yet allows ready removal when necessary. Brackets shall have centering tabs for width adjustments and shall be designed to provide for cornice, curtain and drapery attachments. One or more center supports sufficient to securely hold blind shall be provided where blinds are in excess of 64 in.

TILTING MECHANISM

The tiltor shall provide smooth positive tilting action without slipping, sticking or binding. It shall respond to the slightest pull and be capable of changing the position of the slats from one extreme to the other. It shall securely hold the slats and bottom rail at desired angle. It shall be of the self-adjusting type, allowing easy leveling of the cord lengths. It shall have a brass worm gear and be securely mounted on a steel shaft. This worm gear shall be accurately meshed with a precision cut sector gear affording maximum tilt and providing positive thrust bearing qualities. Cord guides shall keep cords snubbed into cord wheel giving greater traction, preventing cord from slipping off of wheel, or scraping sides of the channel. The cord wheel shall be designed to provide necessary traction for smooth, positive tilting action without causing undue wear of the tilt cord. It shall be designed for easy insertion into the head member without the use of tools or fastening devices such as rivets or bolts.

TILTING ROLLER

A rigid steel tube shall support tape drums and transmit positive torque for tilting slats. One end shall be connected to the tiltor and it shall respond instantly to the action of the tilting mechanism. It shall have sufficient strength to support largest blinds and perform tilting function without sagging or twisting. It shall be of the roller type for freer operation, for elimination of backlash and binding. It shall be electro-galvanized.

CORD LOCK

Blinds shall be manufactured with automatic cord locking device which unless otherwise specified shall be located at the right end of the blind. Cord lock shall be designed to hold blind evenly and securely at any height. The device shall lock lift cord when cord is drawn toward center of the blind. It shall allow cord to be free for raising and lowering of the blind when pulled vertically toward the bottom rail. The locking dog shall have smooth serrations and be designed so that it will not cut cord. Positive clamping shall be achieved by simultaneous *snubbing* action on both cords. It shall be designed for easy insertion into the head channel without the use of tools or fastening devices such as rivets or bolts.

TAPE SUPPORT

The tape drums shall give positive tape support without play, slipping, twisting or sagging. It shall be attached to the roller by spring tension and be designed to allow full tilt of the slats and easy tape removal.

BOTTOM RAIL

The bottom rail shall be of rigid steel construction, electro-galvanized, Iridited or Bonderized and finished to match head member and the slats. Bottom rail shall be of sufficient strength and so constructed as not to sag or twist even in the widest blinds. It shall be of one-piece semi-hexagonal design for greater strength and beauty. Tape and cord ends shall be concealed in and securely fastened to bottom rail and shall be easily removable when desired. Design and finish of tape clamp shall harmonize with the bottom rail. Bottom rail shall be fitted with matching end caps with provision for attachment of hold-down brackets when necessary.

SLATS

Shall be Eastern-pre-formed carbon steel, electro-galvanized, Bonderized, and zinc chromate primed to prevent deterioration and provide maximum adhesion to the final finish. Finish shall be of a high grade baked enamel capable of withstanding salt air and resistant to chalking or deterioration under exposure to sunlight and the elements. Finish shall match that of the head and bottom rails. They shall have sufficient flexibility to permit a 180° bend around a 3-inch-diameter cylinder without harm or permanent deformation of the slats or injury to the finish when released to their original shape. Slat ends and cord routs shall be smooth and free from burrs.

TAPES

Shall be first quality solid ladder cotton, synthetic yarn, or ROLLA-TEX plastic. They shall match or contrast with finish of blind as specified. Tapes shall be $1\frac{1}{2}$ in. wide ($\pm \frac{1}{16}$ in.); straps and cross straps (or ladders) at least ($\pm \frac{3}{8}$ in.) wide. Where cotton tape is used, the cross straps shall be solid woven. If plastic tape is used, the tape shall be reinforced with high-tensile fibers to prevent stretch. Cross straps shall be uniformly spaced to permit accurate alignment and overlap of slats. Tapes shall be neatly and securely attached to head and bottom rail and be readily removable for replacement if desired.

CORD EQUALIZER

A device shall be provided on all blinds to insure even raising and lowering, and to hold the lift cords together.

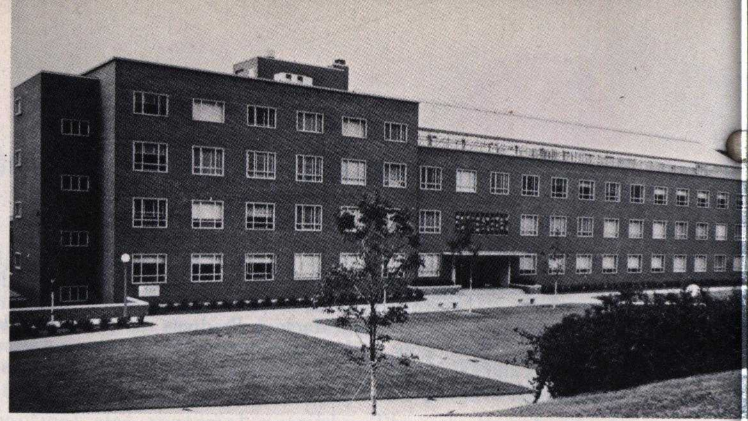
CORDS AND TASSELS

Operating cords shall be of good quality uniformly braided cotton hollow or filled. They shall have a smooth glazed surface to minimize wear, stretch, and abrasion and shall be not less than size No. $4\frac{1}{2}$. Plastic tassels shall be attached to ends of tilt cord to provide a ready grip for operation. Cords shall be easily detachable and replaceable and shall be of sufficient length for convenient and efficient use.

HOLD-DOWN BRACKETS

Hold-down brackets shall be provided for attachment to the ends of the bottom rail on door installations or wherever specified.

50 Sutton Pl. Corporation, N. Y.
Architect: Lawrence M. Rothman
Rolla-Head Blinds by: Vogue Venetian Blinds, Inc., Brooklyn, N. Y.



Pharmacy Building—Howard University, Washington, D.C.
Venetian Blinds by: Custom Shade & Awning Co., Alexandria, Virginia

Rittenhouse Apartments, Washington, D.C.
Architect: Berla & Abel, Washington, D.C.
Eastern's Star Venetian Blinds by: The Shade Shop, Washington, D.C.

One River House Co-operative, Detroit, Michigan
Architect: Sweet & Schwartz
Venetian Blinds by: Reinhart, Inc., Philadelphia, Pa.

machine products division

- Pre-Fab blind parts
- SF-51 and SF-55 slat stock
- Rolla-Tex plastic tape
- Blind making machinery
- Venetian Blind accessories

acoustical division

- Acoustical ceiling support systems
- Metal tubing for industry
- Metal ceiling pans

drapery hardware division

- Traverse rods
- Curtain rods
- Cafe rods
- Drapery accessories
- Cut-to-Measure drapery hardware

AIRLUME awning division

- Airlume stock awnings
- Awning manufacturing equipment and machinery
- Airlume pre-fab parts and materials

venetian blind division

- Airlume venetian blinds
- Decorlume deluxe venetian blinds

EASTERN PRODUCTS CORPORATION

General Offices & Plant: 1601 Wicomico Street, Baltimore 30, Maryland **Phone:** Edmondson 6-4910

Eastern's warehouses

ATLANTA BRANCH—260 Westminster Drive, N. E.
Phone: TRinity 4-8606

NEW YORK BRANCH—771 Third Ave., Brooklyn, 32
Phone: SOuth 8-4034

PITTSBURGH BRANCH—335 Washington Ave., Bridgeville, Pa.
Phone: LOcust 3-5513, 3-5514

MONTREAL (CANADA) BRANCH—5061 Cote de Liesse Rd.
Phone: Riverside 4-3000

TORONTO (CANADA) BRANCH—111 Ronald Avenue
Phone: Russell 1-5291

VANCOUVER, B. C. (CANADA) BRANCH—325 W. 6th Avenue
Phone: Dickens 1514

LOS ANGELES—3171 E. Washington Blvd.
Phone: ANgelus 3-7441

distributor warehouses (Waltzinger, Inc.)

CHICAGO BRANCH—1500 S. Western Ave.
Phone: CAnal 6-5778

DALLAS BRANCH—122-26 Leslie St.
Phone: Riverside 1-6849-40

Digitized by:

INTERNATIONAL

ASSOCIATION
FOR
PRESERVATION
TECHNOLOGY,
INTERNATIONAL
www.apti.org

BUILDING
TECHNOLOGY
HERITAGE
LIBRARY

https://archive.org/details/buildingtechnologyheritagelibrary

From the collection of:

Carol J. Dyson, AIA